



CAMBRIA TOURISM BOARD (CTB)
(Cambria Local Fund Advisory Board)
Board Meeting Minutes
June 9, 2015

1. Call to Order

Members Present

Bram Winter
Pragna Patel-Mueller
Linda Finley
Jim Bahringer
Absent: Michele Latham

CBID

Cheryl Cuming
Marjorie Ott
Matt Masia

Guests

Jessica Blanchfield, A&H
Therese Williams, A&H
Taylor Hilden, Sue Robbins
& Maryann Okamura (ScareCrow)
Karen Fyfe, constituent
Mary Ann Carson, Chamber
Barb Holt, Marketing Committee
Consuelo, Cambria Historic Society
John Elhers, American Legion
Vari McNeil, Beautify Cambria

2. Consent Agenda Items

Jim Bahringer moved and Linda Finley seconded to approve the Regular Board meeting minutes of March 10, 2015 with noted changes. Motion carried unanimously.

3. Discussion & Action Items

3.1 Appointment of New board member

Although Michelle Latham was not present, Bram welcomed her as the newest board member of the CTB. CBID CAO Cuming provided feedback that the County cannot allow for other members to be "pre-approved" and encouraged the CTB to keep Linda Ennen's application on file for future board openings.

3.2 Arthritis Foundation Bike Ride Event – Sponsorship

Recap of the May CTB meeting: Linda Finley presented the grant application for the Arthritis Foundation annual bike ride. It has been held in San Simeon in prior years. They have already booked 90 rooms in Cambria and expect to book many more. The grant requests a range of contribution. The \$3,500 is to help offset the additional cost to the group for moving to Cambria and the higher cost of lodging. The larger amount requested is tied to having the logo of Cambria placed on products that will be given/sold at the event. It is more of a sponsorship. Pragna asked that this approval be contingent upon Cycle Central Coast being included in the process of marketing the event.

The May motion was: Jim Bahringer moved and Linda Finley seconded that we approve the recommendation of the Outreach Committee for \$3,500 and review and revisit in May the additional amount requested. This approval to be contingent upon agreement by the Arthritis Foundation to work with Cycle Central Coast for promotion, with the majority of lodging to be booked in Cambria. Funds to be paid by the Event Committee budget. Motion carried unanimously.

The CTB revisited this sponsorship based on the new proposal provided at the CTB Marketing Committee meeting. Marketing Chair Pragna Patel Mueller confirmed that the committee is

recommended the larger sponsorship be approved, and Jim Bahringer noted that it is a good fit with Cycle Central Coast and will drive mid-week business. Jim Bahringer moved and Pragna Patel Mueller seconded that the CTB approve the recommendation from the Marketing Committee for \$10,000 total (includes prior approved \$3,500 noted above). Funds to be paid from Contingency. Motion carried unanimously.

The CTB agreed to pursue a Matching Fund application totaling \$5,000. Jim Bahringer moved and Pragna Patel Mueller seconded that the CTB submit a Matching Fund request for \$5,000. Motion carried unanimously.

3.3 ScareCrow Festival and American Legion July 4th - Sponsorship

Linda Finley provided details from the Outreach Committee meeting as Sue Robbins provided informational packets to each board member. There will be a focus on marketing out of area to promote overnight stays. Linda noted that the ScareCrow organization will be seeking sponsorship funding from other entities for the 2015 event, and encourages them to create a more sustainable funding source in the future. Pragna encouraged the ScareCrow organizers to coordinate directly with Archer & Hound around marketing efforts, and Jessica (A&H) supported the collaboration, which would include reciprocal linking, logo placement and inclusion of other CTB assets in all out of area marketing materials. Taylor Hilden noted that theme "It's a Magical Place".

Jim Bahringer moved and Linda Finley seconded that we approve the recommendation of the Outreach Committee for \$4,995. This approval to be contingent receiving feedback from lodging properties on occupancy. Funds to be paid by the Event Committee budget. Motion carried unanimously.

John Elhers presented details of the July 4th Twilight Pops concert as the fireworks have been canceled due to extreme drought conditions and potential fire danger. The event is sponsored by the America Legion, and are requesting \$3,000 to help pay for the entertainment costs. Linda Finley noted that this request does fall within the summer season, and the CTB usually only considers shoulder season promotions, plus it falls on a holiday weekend. The board discussed the major impact of losing the fireworks show, and the importance of maintaining the current overnight bookings, so they are not lost of area who will have firework shows. John Elhers did confirm that the band will go forward with our without the funding, however, the CTB support will allow less of an impact on the services program budget.

Jim Bahringer moved and Pragna Patel Mueller seconded that we approve the recommendation of the Outreach Committee for \$3,000. Linda did note her concern with the CBID Advisory Board response when the 2012 fireworks application was presented. Pragna noted that offering something for folks to do is critical so existing reservations can be maintained. Funds to be paid by the Events budget. Motion carried unanimously.

3.4 Managing Assistant – Replacement and Contract

Chair Bram Winter recommended a Special Board meeting to consider the final candidates that are being interviewed by Bram and Jim Bahringer. A Special Board meeting was confirmed for Tuesday, June 23 at 12pm at El Colibri.

3.4 Archer & Hound 24 month Marketing Plan

Pragna Patel Mueller Pragna provided a brief history in that the budget has been reviewed at 3 prior Marketing Committee meetings in prepare for today's presentation. Goals were discussed, and Pragna confirmed that 2 budget options were requested and will be presented at today's meeting. These budgets will cover overall Marketing activities, and Cycle Central Coast. Following confirmation of the potential FY 2015 2015 budget, Pragna confirmed that A&H was asked to provide a reduced

budget for board consideration. Jessica Blanchfield reviewed Budget Option 1 and Option 2, including a summary of what was removed from Budget 1 in order to meet the requested budget bottom line. Chair Bram Winter reminded the board that TripAdvisor and Jack Rabbit were paid out of contingency in FY 2014 15, and they are now included in the A&H marketing budget. Pragna requested that the board approved Option 2 totaling \$356,905 for Marketing and \$108,800 for Cycle Central Coast. Jim Bahringer asked specific questions on the budget and what is the typical contingency percentage, and CBID CAO Cuming confirmed the CBID contingency is 10%. Pragna did note that we will approve an overall amount and the board can decide in the future to allocate the categories as needed. Linda Finley noted that the original budget approved for A&H was \$400,000 for 2 years, and all acknowledged that this amount has grown. Jim feels there is too much concentration on Social Media, and is concerned that Cycle Central Coast is not yet live. Jessica confirmed that A&H is a full-service firm and reviewed the pie chart of how the budget is allocated, with 52% for media advertising. Pragna noted that compared to other destination budgets, the CTB is lean and that the CTB accomplishes a great amount of what they spend. As for the timing of the Cycle Central Coast website, Pragna asked that these details be discussed at the next Marketing Committee meeting, and all agreed. Pragna asked for the board to move forward with budget approval, and Linda Finley expressed her concern with approving the A&H budget before the overall budget had been presented for approval. Pragna asked for a "straw vote" of the marketing committee members who were present at the board meeting, and Jim noted that he was comfortable proceeding with Option 2, as did Marjorie Ott, Mary Ann Carson and Karen Fyfe.

Jim Bahringer moved and Pragna Patel Mueller seconded that we approve the recommendation of the Marketing Committee for Budget Option #2 totaling \$465,705 (Marketing \$356,905 and CCC \$108,800), with a 2-year contract effective starting July 1, 2015. In discussion it was noted that the Year 2 budget (FY 2016 2017) will be confirmed at a later date. Motion carried unanimously.

3.5 Budget for Fiscal Year 2015 2015

Chair Bram Winter confirmed an anticipated budget of \$748,000 based on April financials. CBID CAO Cuming reviewed projected BID Assessment revenue and anticipated expenses (May and June 2015). Linda Finley requested that additional monies be funded with the Outreach Committee above the current \$35,500. Jim Bahringer would prefer to maintain money in Events by funding additional promotions for events, and wants to ensure the CTB ends the year with a carryforward, as they have in past years. Bram confirmed that there is an anticipated \$100,000 contingency within the draft budget. Barb Holt confirmed that the Events budget was \$53,800, and that there is not a specific line item within last year's budget for event promotions. Marjorie Ott clarified that A&H would fold any event marketing within the message platform. Jim Bahringer asked about the process for a Request for Proposal, and CBID CAO Cuming confirmed the process. Jim noted that he would like an RFP to occur with FY 2015 2016 for FY 2016 2017. Pragna confirmed that the CTB has discussed with A&H that a RFP would be conducted in the 3rd year of the 4 year partnership. Jim noted that he wants the RFP process to begin 6 months before the end of the second 2-year contract.

The CTB agreed to call a special board meeting to review the budget detail and confirm a final budget for FY 2015 2016. The meeting was confirmed for Tuesday, 6/23 at 12pm at El Colibri.

3.6 Marketing Items Needing Vote

There were no items requiring a vote this month.

4. Information Items/Presentations

4.1 A&H Marketing Update

Jessica provide an update on the Ambassador program, and noted that Cambria has received over 300 entries to their current promotion in only 48 hours.

4.2 CBID Update

CBID CAO Cuming reviewed the stat summary.

4.3 CBID Presentations

CBID CAO Cuming reviewed the input from the Local Fund Board regarding the Shared Asset programs, and also reviewed the highlights of the CBID 2015 2016 Marketing Plan.

4.5 Cambria Chamber of Commerce

Mary Ann Carson confirmed that Business Showcase will occur on June 17 with 37 exhibitors. Mary Ann also noted that Jack Rabbit has not yet contacted them. Mary Ann also noted that the Chamber is looking at Zagster.com for bike rack options.

4.5 Stewardship Travel Standing Item

Linda Finley spoke about the upcoming Stewardship Travel Program, and confirmed that she has lots of beautification bags available through her and the Chamber for lodging to hand out to guests.

4.6 Committee Meeting Minutes

Meeting minutes were provided but not discussed.

5.0 Public Comment

Linda Finley introduced Vari McNeil of Beautify Cambria. Vari noted that the trash can prototype is complete, and that they are looking for sponsors to maintain the planters. Vari also said a cigarette butt container will also be explored.

Consuelo presented an update on the historic walking tour, and called Bram forward to present the engraved plaque. Consuelo also noted that the Stewardship logo will be placed don't he walking tour map.

John Elhers personally thanked the board for the generous support, and also noted that was he very grateful to Consuelo for all of her efforts.

Pragna Patel Mueller shared info from the CCSD meeting regarding their concern about hotels adding to the water issue. Pragna encourage members to write a letter to help manage the sharing of mis-information.

6.0 Future Agenda Items/New Business

There were no future agenda or new business items.

7.0 Adjournment

There being no further business, the meeting was adjourned by chair Bram Winter at 3:35 pm.

Respectfully submitted,

Cheryl Cuming
CBID CAO